

Strategic Outcomes	Challenges
<b>One Council, One team</b>	<ul style="list-style-type: none"> <li>• Balancing the budget</li> <li>• Developing the new operating model and transformation agenda</li> <li>• Developing the digital offer</li> <li>• Combatting digital exclusion</li> <li>• Embedding senior management restructure</li> <li>• Strategic communication</li> <li>• Positive mental wellbeing of staff</li> <li>• Equalities Commission</li> <li>• Updating our governance arrangements</li> </ul>
<b>Best Start in Life for Children and Young People</b>	<ul style="list-style-type: none"> <li>• Rising poverty and household stress, notably food insecurity</li> <li>• Increasing safeguarding concerns and need for family support</li> <li>• Young people disproportionately affected by the pandemic</li> <li>• Lost teaching in pandemic worsening existing education gap and risk of those Not in Employment, Education or Training (NEET) increasing</li> </ul>
<b>People live well, age well</b>	<ul style="list-style-type: none"> <li>• Widening health inequalities</li> <li>• Pandemic gravely affected specific groups, notably BAME and disabled people</li> <li>• Combatting mental ill health and social isolation</li> <li>• Promoting wellbeing and preventing the need for longer term support.</li> <li>• Joined up care</li> <li>• Vaccination take-up and risk of localities where Covid persists</li> </ul>
<b>Strong, Resilient Communities</b>	<ul style="list-style-type: none"> <li>• Rising reliance on benefits, poverty, debt and inequality</li> <li>• Impact on our high streets</li> <li>• Anticipation of increasing homelessness</li> <li>• Building on the increase in civic participation</li> <li>• Digital exclusion made worse</li> <li>• Action to address climate change as an organisation and in the community, a green recovery</li> <li>• 40% increase in waste collection</li> </ul>
<b>Quality Homes in Thriving Neighbourhoods</b>	<ul style="list-style-type: none"> <li>• Aspiration for new house building programme delivering green, environmentally-friendly and affordable homes</li> <li>• Fire safety in our high and low-rise blocks critical following Hackitt Report</li> <li>• Vulnerability in private rented accommodation</li> </ul>



<p><b>A Strong, Inclusive Economy</b></p>	<ul style="list-style-type: none"> <li>• Isolation of families in high rise blocks</li> <li>• Low wages, low Skills, and higher levels of deprivation</li> <li>• Meeting additional skills and retraining needs</li> <li>• Increasing need for digital skills and equipment</li> <li>• Increasing need for improved support for businesses</li> <li>• Disadvantaged groups being left behind</li> <li>• Impact on high streets and other economic scarring</li> <li>• Making the most of government funding opportunities</li> </ul>
<p><b>A connected and accessible Sandwell</b></p>	<ul style="list-style-type: none"> <li>• Continuing development of sustainable travel opportunities to build on increased walking/cycling</li> <li>• Securing funding/investment and delivering major transport projects</li> <li>• Implementing 5G infrastructure</li> </ul>

